



Sign Guidelines

DBD (Downtown Business District)

Effective Date: April 1, 2004

Signs should be subordinate to the architecture and overall character throughout the district. The types and sizes of signs that are allowed are defined in the Sign Ordinance of the City of Cartersville. Avoid obscuring ornament and detail. New signs should not obscure significant features of an historic building, such as transom lights, ornamentation, windows, or other architectural details.

Color. Sign colors should complement the building façade. Dark background with light colored lettering is traditional. Examples of preferred background colors are burgundy, forest green, chocolate brown, black, charcoal, and navy. Preferred lettering colors are ivory, white, and gold. When a light colored background is used, contrasting dark lettering colors are encouraged.

Freestanding signs. For new freestanding signs, monument signs as well as post and arm signs are preferred instead of pole signs. If pole signs are used, the color of the sign's post(s) should match the color of the sign background.

Flush-mounted signs. Locate flush-mounted signs so that they do not extend beyond the outer edges of the building front.

Illumination. Illumination should be limited and unobtrusive, generally the minimum necessary for sign identification.

Lettering styles. Fonts that relate to the era of the building's architecture while ensuring that the style is easily read from a distance are encouraged.

Material. Sign materials should be compatible with the materials of the face of the building façade to which the sign relates. Printed plastic, flat vinyl, cardboard, paper, and adhesive lettering materials are discouraged.

Multi-tenant building signs. Where several businesses share a building, sign coordination is encouraged. Align several smaller signs, or group them onto a single panel. Use similar forms or backgrounds for the signs to visually tie together.

Pole mounted signs. Locate pole mounted signs in landscaped areas.

Projecting signs. The location of projecting signs should be along the first floor level of the façade. Positions near the building's entrance are encouraged.

Scale, shape, and size. The scale, shape, and size of a sign should be proportional to the building on which it is placed or to which it pertains and the area in which it is located.

☑ Examples of appropriate signs that do not cover up important architectural features.



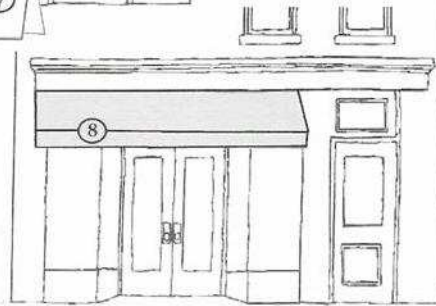
✗ Examples of inappropriate signs





Commercial Sign Types

- 1. Upper-floor Window
- 2. Signboard
- 3. Projecting
- 4. Storefront Display Window
- 5. Glazed Door Sign
- 6. Wall Sign for Upper-floor Tenants
- 7. A-frame Sandwich
- 8. Awning



DBD Historic District Boundary Map

